

1. A computer program for causing hardware resources to perform a process of information processing, the hardware resources being connected to an information registering equipment and an information viewing equipment by a network and retrieving information from stored data in sets of content/object identifying information, keyword information, and reference information about content of interest rendered by media, said process of information processing comprising the steps of:

linking the first content/object identifying information, the first keyword information, and the first reference information together and storing them into a database;

obtaining second keyword information about an object selected from said content of interest from said information viewing equipment;

comparing the thus obtained first and second keyword information specifics for matching; and

transmitting at least either the first content/object identifying information or the first reference information associated with the first keyword information to said information viewing equipment, according to the result of the matching.

2. A computer program as recited in claim 1, wherein said process of information processing further includes, prior to said step of obtaining the second keyword information, the step of transmitting a list of registered keywords about the object selected from said content of interest to said information viewing equipment in response to inquiry made from said information viewing equipment.

3. A computer program as recited in claim 1, wherein:

said step of obtaining information from said information viewing equipment includes obtaining second content/object identifying information for an object selected from said content of interest;

said step of comparing for matching compares the first and second content/object identifying information specifics for matching; and

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said process of information processing further includes the step of transmitting the first reference information associated with the first content/object identifying information and the first keyword information to said information viewing equipment, according to the result of the matching.

4. A computer program as recited in claim 1, wherein:

said step of obtaining information from said information viewing equipment further includes obtaining second reference information about an object selected from said content of interest;

said step of comparing for matching compares ULRs or comments respectively included in the first and second reference information for matching or duplication;

said process of information processing further includes the step of transmitting the first content/object identifying information associated with the first reference information and the first keyword information to said information viewing equipment, according to the result of the matching.

5. A computer program as recited in claim 1, wherein:

said step of comparing for matching determines:

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whether one keyword from the first keyword information and the other keyword from the second keyword information match or are duplicate ones;

whether time length associated with the first keyword information and time length associated with the second keyword information match or are duplicate ones in addition to determining whether one keyword from the first keyword information and the other keyword from the second keyword information match or are duplicate ones, or

whether time when the first keyword information was registered falls within the time length associated with the second keyword information in addition to determining whether one keyword from the first keyword information and the other keyword from the second keyword information match or are duplicate ones.

6. A computer program as recited in claim 1, wherein:

said step of storing information into the database registers the first content/object identifying information, the first reference information, and the first keyword information into the following tables:

a keyword table having at least an ID field for uniquely identifying a record entry and a keyword field to contain the first keyword, wherein one record entry comprises at least its ID and a keyword;

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a reference information table having at least an ID field for uniquely identifying a record entry, a reference information field to contain the first reference information, and a keyword ID field to contain the keyword ID associated with the reference information, wherein one record entry comprises at least its ID, reference information, and the associated keyword ID.

a target image object table having at least an ID field for uniquely identifying a record entry, a time and frame field to contain information to identify an object selected from said content of interest, and an link ID field to contain the ID of reference information linked with the object, wherein one record entry comprises at least its ID, object information, and the ID of reference information linked with the object.

7. A computer program as recited in claim 1, wherein:

said content of interest rendered by media is video image information distributed by TV broadcasting;

said content/object identifying information includes at least any of a broadcasting channel number over which the content was or will be broadcasted, receiving area, specified time length, and target position/area that designates a part or all of an image object;

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said keyword information includes at least any of a keyword, keyword ID number, keyword type, specified time length, time when the keyword was registered, and the number of times the keyword has been selected as user preference; and

said reference information includes a URL (Uniform Resource Locator) that designates a Web site/page on the Internet.

8. A computer program for causing hardware resources to implement a process of information processing, the hardware resources allowing for defining area for an object selected from content of interest rendered by media and entering reference information about the object together with the object's keyword information, said process of information processing comprising the steps of:

making inquiry about the object selected from said content of interest to an information search equipment that is connected to said hardware resources by a network;

receiving and displaying keyword information about the object selected from said content of interest from the information search equipment;

allowing for entering content/object identifying information that identifies the area defined for the object selected from said content of interest;

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allowing for selecting one or more keywords from the displayed keyword information;

allowing for entering reference information associated with the entered content/object identifying information; and

transmitting the content/object identifying information, the selected keyword or keywords, and the reference information to the information search equipment.

9. A computer program for causing hardware resources to implement a process of information processing, the hardware resources allowing for defining area for an object selected from content of interest rendered by media and viewing reference information associated with keyword information about the object, said process of information processing comprising the steps of:

making inquiry about the object selected from said content of interest to an information search equipment that is connected to said hardware resources by a network;

receiving and displaying keyword information about the object selected from said content of interest from the information search equipment;

allowing for entering content/object identifying information that identifies the area defined for the object selected from said content of interest;

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allowing for selecting one or more keywords from the displayed keyword information;

transmitting the selected keyword or keywords and the content/object identifying information to the information search equipment; and

receiving and displaying reference information associated with the content/object identifying information and the keyword information from the information search equipment.

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